

FINE INDOORSEMENT OF THE AUTOMOBILE

A Complete Review of Its Many Accomplishments for the Nation.

By R. K. SNAVELY, Russell L. Pines, Inc., Auto Distributor.

There has been a great lot of twaddle, written and oral, about the automobile as a luxury and as a necessity by persons raising from those intimately connected with the industry and perhaps applied to those whose knowledge of the automobile and the industry could be summed up in the words of an illustrious foreman, who said: "They don't know nothing and they always will."

If instead of attempting to argue the point we were to simply state the facts, perhaps we would as a nation begin to appreciate just what vital place the automobile holds in our national life. The greatest argument that could be brought forward is the almost universal use of the motor car in every walk of life, from Government to business, from pleasure to politics, from society to soldiering.

Did any one ever think of the automobile as the legs of industry? or the arm of the army? or the courier of the nation?

Yet that is what the automobile is. Stop and consider the enormous use of automobiles by farmers, department stores, mills, munitions plants, cities, States, nations! The motor car is the link between the East and the West, the North and the South, the bearer of news and wealth to the isolated town; it is the communicating trench between the lumber camp and the mill; it is the modern sheep herder and cow puncher; it is the tie that binds the farmer to the plough.

I have herded cows in a motor car, for a fact. The motor car is the one thing of all others that binds us together a nation and which has enabled us to spread the working population of the big towns over a greater area, with a resultant increase in efficiency and decrease in living costs to those involved.

What would the shipbuilding yards that have sprung up from nowhere do without motor cars to take their men to the yards from their homes. How could the munitions plants get workers if they did not use the motor to take their people to a safe distance from the plant for housing? Consider the distribution of food from the truck farm to the city.

How could we get it if not for the motor car? And as to speeding up industry, no executive would do without a car in the mad scramble from the mill to the salesroom, and between the office and the factory. There is no time in those impatient days to waste in waiting for trains or suffering the tedious delays of travel. Things must be done—quickly.

Why, we have heard this to such a point that we bury our dead with a motor car funeral.

Many years ago a gentleman by the name of Franklin discovered electricity; and then, long ago, Mr. Edison handed us the electric lamp, and we called it a luxury—not because it was unnecessary, but because it was too expensive for the masses. And when the automobile was invented, improved, perfected, we had the same hazy notion that it was a luxury; not because it was unnecessary, but because few could afford it. To-day the automobile is bought as cheaply as electric light almost, and it is just as necessary to civilization, industry, war, progress, as the electric light.

For a longer time the telephone was to be found only in the homes of the rich, then in their offices, then in the homes of the middle class, then in their offices. And it has finally become such an obvious necessity that now everybody uses it, and two-thirds of our business is carried on by telephone. At first it was considered expensive—and hence a luxury; but it saved time and hence it was money. It proved to be cheaper in the end to use the telephone than to walk; and it is a fact that the automobile stands in the same relation to the business world to-day. Who would think of wiping out all telephone service—or even cutting it down?

The motor car as the arm of the army may seem far fetched, but it is a fact. The motor car certainly feeds the army of to-day, holds the line, brings up the guns and the gas shells. And the very roads the army relies on so much today were built through the investigation and the untiring effort of motor car owners. And where would we be to-day without our good roads? The Government appreciates its debt to motor car manufacturers, dealers and owners when it sends trains of five ton trucks over the roads loaded with supplies.

Paris was saved by taxi, and this war is going to be won by American motor cars, motor trucks and airplanes—all brought into being by the "pleasure car," so-called.

And the motor car certainly is the courier of the nation. Did you ever consider the enormous parcels post business made possible by the motor car—the delivery routes carried by jitneys for parcels and for post in the rural districts? Consider the number of passenger trains that have been successfully cut off by reason of the increased use of the pleasure car; the enormous amount of freight carried by motor trucks that make regular schedules between the big and little cities.

Let us look at another factor—the necessity of bituminous coal and fuel oil for ships, locomotives and industry. Gasoline driven locomotives in the West haul trains over the mountains. That saves coal. Every motor car used in place of a passenger train or a trolley saves coal. There is probably a ton of coal saved by every gallon of gasoline that is used. And gasoline is a by-product in making fuel oil for ships. Crude oil is too volatile, and gasoline and kerosene must be taken out before it can be used as fuel oil; and the gasoline must be used or go to waste. The more oil burning ships, locomotives and factories we have the more gasoline must be made, and the more there is made the more there is to be used. And what is going to use all this extra gasoline? The motor car! So there is a double saving—saving coal by using gasoline motor cars instead of passenger trains, and using the by-product produced by the increasing number of oil burning ships. The motor car saves coal on the one hand and prevents waste on the other. Not only that but the motor car is its own passenger, baggage, freight and even dining car; and the more we use it for such purposes the more space we have on the railroads for troops, parcels post and express. The automobile has enabled us as a nation to meet the fuel and express equipment shortage and carry on better and faster than ever before when Germany was taking out the transportation of our transportation.

Everybody knows the ruinous results of cutting out or even curtailing the use of the car in the largest industry in the country. But we wonder how many people realize that foreign competitors are getting ready to flood the world with cars in the very cheap class and the moderately high priced class, and that their Governments are going to give them the scrap heaps of their armaments to make them. After this war is over the American motor car war is over the American motor car.

The greatest standardized car monopolies of foreign birth both at home and abroad that they ever dreamed of before we started trust busting, and if we have to spend years gathering labor and materials together again after the war to recreate the automobile industry we shall suffer an almost inconceivable staggering economic loss.

To call a passenger motor vehicle a pleasure car is erroneous, and it is this manner more than anything else that has caused so much fear about the curtailment of the industry. The motor car is as vital a necessity as the motor truck, the Mazda lamp or the telephone, and we must not let it pass as the pleasure car. The passenger train is a luxury to say the passenger car is not essential. It certainly is a necessity in modern civilization, and companies that make nothing but passenger cars should be permitted to increase their production to make up for the decrease of passenger cars in favor of trucks with companies that make both.

The Government, buying at cost plus ten, need not worry about buying competition from the man on the street; nor need the man fear he is unpatriotic in buying a passenger car when it means a circulation of his dollar, and an actual saving of dollars not only to him but to the nation by enabling him to save time.

A Day of Thrills With the Fulton Motor Truck Organization.



AWAY THEY GO!

When the jovial W. Irvine Pickling, head of the New York Fulton Truck Company, "gives a party" he always has some special stunt that comes as a big surprise to his guests. This time it was a trip in the air aboard a go-up Curtiss biplane.

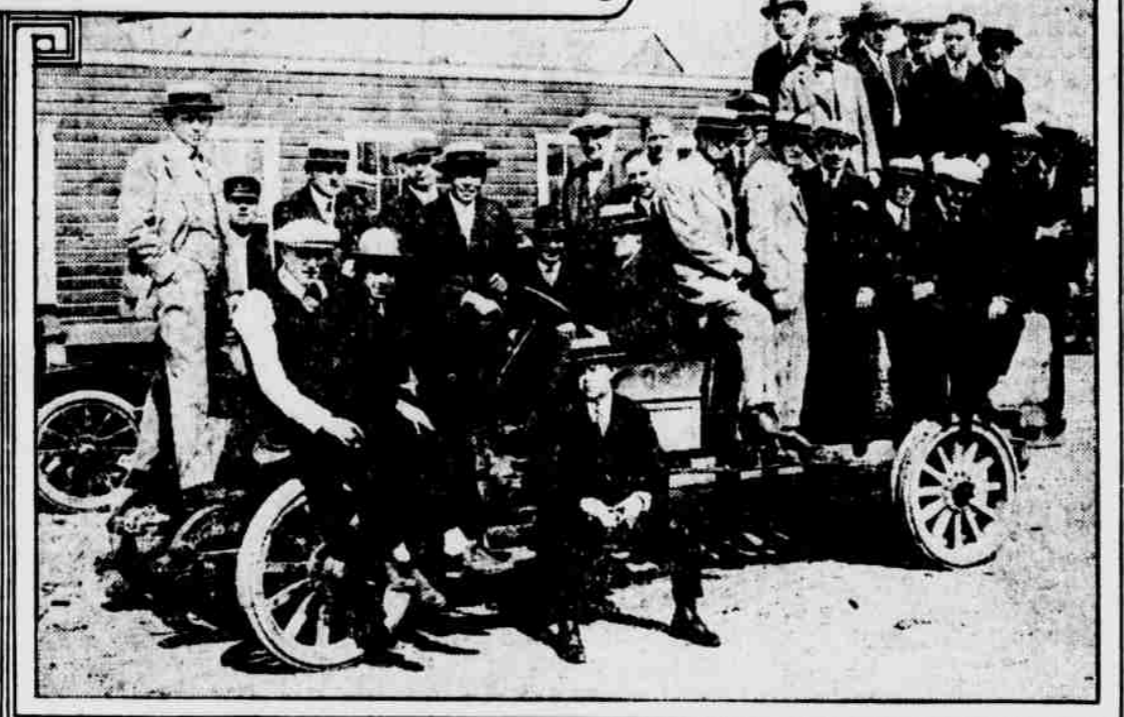
The romp through the clouds, or thereabouts, was made a part of a trip last Tuesday out on Long Island to the factory of the Fulton Motor Truck Company at Farmingdale, where W. P. Melchior, Jr., makes the well known Fulton 1 1/2 ton truck that is being so well received by business men throughout the country. About thirty newspaper and magazine automobile experts were in the party.

A part of the programme consisted of an inspection of the modern factory and the display of a lot of enthusiasm over the organization's methods and plans.

The heroes of the occasion were Messrs. Weimer, Hoexter, Spooner and Ames. They went up in the airplane without any previous experience in flying. The descriptions of their sensations, given a little nervously after their return to earth, tallied exactly in two particulars. The flightings didn't like the "bumping" and the dip the machine made when the motor was cut off. This was due primarily to the fact that they saw the driver was not sure that he still had control when the machine made its rather sudden and unexpected turns and dives. They were too busy holding on and thinking about various things they had done in their early lives that they were sorry for, to look back at the man in the operating seat. And besides, they were too busy holding on and thinking about various things they had done in their early lives that they were sorry for, to look back at the man in the operating seat.

Before the flights began it was suggested that the crowd draw lots to see who would go up first, but that plan was abandoned because somebody thought that the word "lots" sounded too ominous—too much like a little nifty plot in the Farmingdale cemetery.

While only four of the party were



A TON and A HALF of NEWSPAPER and MAGAZINE MEN

was the latter stunt the driver had in mind he would have to come with me. Before the flights began it was suggested that the crowd draw lots to see who would go up first, but that plan was abandoned because somebody thought that the word "lots" sounded too ominous—too much like a little nifty plot in the Farmingdale cemetery.

While only four of the party were

brave enough to fly in the machine, everybody was brave enough to fly to the elaborate lunch served in the Keene banquet.

The inspection of the Fulton factory, which followed, revealed a most up-to-date plant with facilities for a large output, and plenty of ground—about forty-three acres—for steady extension of the building group. Scores of trucks

were in the interesting course of production, and the Fulton factory is steadily increasing its output of trucks. The Fulton organization is essentially a home industry, and its development and success should be a strong incentive for manufacturing operations close to New York city.

The Long Island Railroad is double tracking its line to the factory to meet the steadily increasing outflow of trucks. The Fulton organization is essentially a home industry, and its development and success should be a strong incentive for manufacturing operations close to New York city.

AMERICAN "6" NOW ON ROW.

Louis Chevrolet's line of snappy "American" cars, which embrace four popular models, moved into the sales quarters last week at 1336 Broadway. Having a direct connection with the company's big manufacturing plant in New Jersey, every owner of an "American" is over the "American" driver, is therefore assured of the right kind of service and the personal interest of Mr. Chevrolet himself.

On this point Mr. Chevrolet placed extra emphasis, adding that the "6" Chevrolet stamp imprinted below the National Standard Truck, cost system as the basis for comparisons between the trucks entered.

The answer is simple and convincing, says R. E. Chamberlain, Packard factory truck sales manager. First, this system is the result of the experiences of owners operating every well known make of truck in all parts of the country. It embodies all the best of their experiences and therefore cannot help but bring about better trucking for the whole world. And if we started trust busting, and if we have to spend years gathering labor and materials together again after the war to recreate the automobile industry we shall suffer an almost inconceivable staggering economic loss.

Second, the system is an absolutely unbiased one, that is, it is not got up by any one truck maker or by men favoring a certain make of truck. All the leading truck makers are behind it. They have combined their experiences with those of the owners.

Third, and most important reason of all is that because of its unbiased origin this system, if properly kept, will give to the truck owner or prospective buyer a true picture of what any make of truck can do under certain conditions. If the owner wants to find out what his trucks are doing as compared with what other makes of trucks are doing in the same business, all he has to do is go to another owner operating under the National system and get his picture.

LEXINGTON HAS POWER.

Drivers of the Lexington Minute Man Six are enthusiastic about the abundant power it develops with a corresponding frugality of fuel consumption. This powerful, economical performance is accounted for by the Moore multiple exhaust system, one of the many ingenious devices with which the Lexington cars are fitted.

In explaining the reason for the saving of fuel and the ease in power passing through the use of this system John C. Moore, chief engineer of the Lexington Motor Company, says its efficiency is due to the fact that each puff of exhaust gas has a clear track.

"It is a well known fact to engineers that the exhaust periods of the various cylinders overlap one another. When the burned gases resulting from a cylinder just expiring rush out into the exhaust manifold, they find the gases of another cylinder ahead of them, consequently do not manage to escape entirely."

WONDERS OF THE AUTO INDUSTRY

Cars Could Move Our Army 600,000 Miles in Nine Months.

Remarkably interesting statistics are to be found in a pamphlet entitled "Wonders of the Automobile Industry," just issued by the National Automobile Chamber of Commerce, 7 East Forty-second street, New York. It is shown that the number of employees in the industry is \$20,000 and that they and their dependents would populate the city of Chicago or Philadelphia, Boston and St. Louis combined or any one of twelve States or of seven States combined.

The wages paid annually, \$747,000,000, are approximately equal to all the gold in circulation in this country.

The capital employed, \$1,297,000,000, is greater by \$20,000,000 than that of all the national banks, greater than the combined capital stock of the Pennsylvania, New York Central, Chicago and Northwestern and the Chicago, Milwaukee and St. Paul railroads, and is more than twice as great as the capitalization of the Standard Oil group of thirty-five companies, also four times as great as the combined capital of all the steel companies with the exception of the United States Steel Corporation.

The number of passenger miles by automobile is not less than 10,000,000,000 greater a year than that of the railroads.

The seating capacity of automobiles is 25,000,000 persons, compared with 3,500,000 for the railroad cars. If the railroads would undertake to handle the number of persons now carried by automobiles it would require duplication of all of their passenger locomotives and cars, at a cost of more than \$1,000,000,000, as well as duplication of its passenger tracks, depots and employees at an expense impossible to calculate.

Assuming that our army of 1,000,000 men had been mobilized on the first day of October, our automobiles, travelling at the rate of 100 miles a day, with four passengers to a car, could have carried every man in the army 600,000 miles up to the end of May.

It is shown that farm values during the sixteen years after the introduction of the automobile increased at three times the rate of the previous twenty years, despite the fact that the rate of increase of population, and particularly of farm population, decreased in the later period.

Assuming that the farmer uses his car an average of only ten miles a day and that he is the only passenger and that his car was taken away and a horse substituted, the result would be an aggregate loss to our farmers of \$30,000,000 in every year.

So much land is needed to raise the food necessary for the horses of the United States that if it were put in cultivation with the aid of tractors the resulting produce in one year would pay our national debt, and all of the Liberty Bonds issued to date.

These are but a few of the extraordinary facts in this little folder, a copy of which may be obtained on application.

BATTERIES NEED CARE.

A Little Attention Will Save Owners Trouble.

"Motorists who are at the seashore, or in fact in any damp climate in summer, frequently experience needless trouble with their batteries and battery connections—trouble which is not due to faulty manufacture but simply to pure neglect on the owner's part," says A. M. Robbins, general manager of the Chalmers Sales Company, Inc. "It is necessary with any make of battery to refill the cells with distilled water more frequently in summer than in winter, and if sufficient water is not kept in the battery it is liable to be ruined within a short time. We recommend Chalmers owners at this season of the year to refill battery cells at least once a week, taking care not to overfill them. This is a sure protection and applies to any make of car, although some makers recommend once a fortnight.

"One of the most amazing things which happens to battery connections can be prevented in a very simple way. This is corrosion. Sometimes it will be found that right inside the insulation the copper wire corrodes to such an extent that it severs completely, and of course breaks the circuit. This corrosion is caused by the vapors of the sulphuric acid in the cells, assisted by the damp atmosphere, attacking the copper and converting it into a powdery copper sulphate. This usually is visible at some leaky spot of the insulation. By coating the wires at and around the terminals with cup grease or heavy non-fluid oil this corrosion can be prevented. And even though no trouble has been experienced with wires corroding, it is a wise plan to coat the insulation in this manner and prevent its disintegration.

"When one replenishes with distilled water at a garage he should see to it that the water is handled in such a way that no dirt or foreign substances get into the battery. Furthermore, it sometimes happens in the garage man's hurry to give good measure he fills with water beyond the level indicated by the battery maker, with the result that overflow takes place as soon as the gas in the battery begins to work. Give the battery the attention it deserves and there is far less danger of trouble on the road."

KING CO. HAS WAR TIME PLANS

Reduces Expenses of Organization and Protects Its Dealers.

To meet war time conditions and at the same time to protect its dealers and to insure to customers the lowest prices possible, the King Motor Car Company of Detroit has reduced the size of its factory organization and in other ways has cut down its operating expenses.

Wallace Hood, sales manager in Detroit, retires from the company and King interests throughout the entire East hereafter will be handled from the headquarters of the King Car Corporation, on Broadway, at 324 street, where E. A. Schen is in charge. The Western territory will be in charge of the factory representatives.

Rather than to increase the price of the King eight at this time, as prices for materials increase and the necessary curtailment of production reduces the number of cars marketed, the King Company has cut the cloth to meet the needs of the times. By reducing the operating expenses and standing firmly behind its dealers the King Company expects to be in the best possible condition to handle a high class trade as usual for the duration of the war.

Moves to Fifth Avenue



C. T. SILVER.

All Automobile Row is buzzing about C. T. Silver going to Fifth Avenue and opening a big saleroom between Forty-third and Forty-fourth streets.

The plan is a big one, and as Silver is accustomed to doing things in a big way, some unusual results are expected. He is giving up one of the finest showrooms on Broadway to open something finer on the city's most aristocratic thoroughfare.

The mere fact that he is making such a big move at this time shows Silver's fine faith in the future of the automobile. For some who are inclined to be pessimistic, his optimism should be an inspiration and stop a lot of disquieting and utterly useless talk.

Silver expects to move into his new quarters on Friday. Of course, he will have an attractive display of his silver special Appersons and KisselKars, whose remarkable beauty of line, completeness of equipment and general dependability have made a decided impression upon those who are accustomed to the best of everything. But that by no means completes the Silver plans.

This energetic dealer expects to develop by degrees a huge selling arrangement by which his establishment will be the headquarters of many of the best cars in the country, for which Fifth Avenue representation is desired.

When the whole plan is developed and in operation it is not at all unlikely that many of the best will be taking about a "going to Silver's" for their motor cars as they now talk about "going to Tiffany's" for their jewelry.

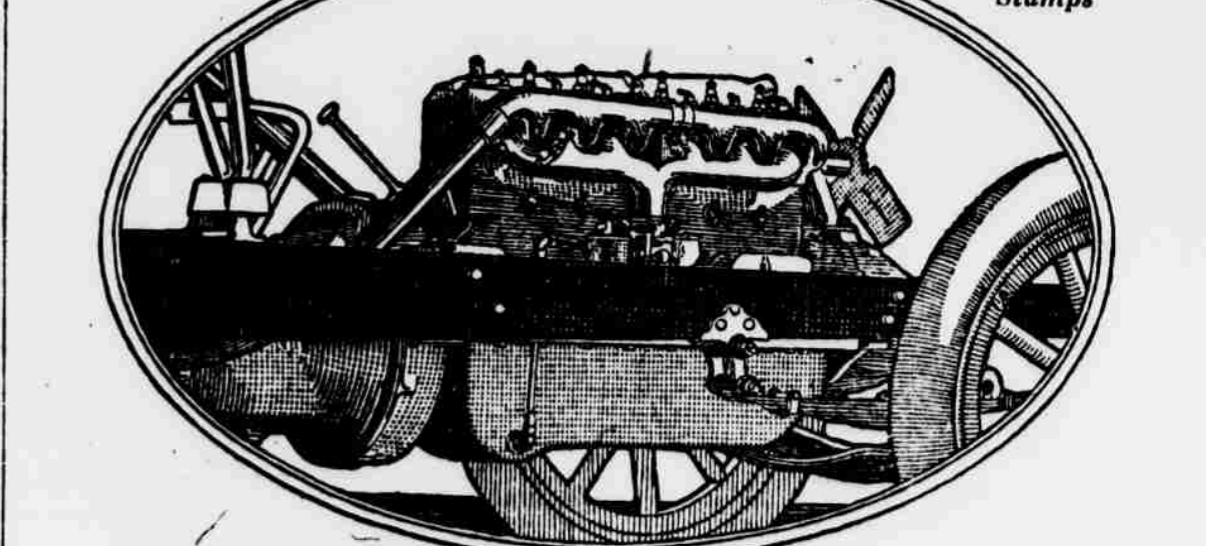
Standardized Reports.

In adopting standardized report methods throughout their service stations all over the country, the Silver Motor Car Company is making a huge saving to the thousands of overland owners.

The factory is constantly figuring time and labor saving methods to cut cost of production. This gives every dealer the opportunity to give these methods to his own repair shop so that the owner will realize the advantage of this factory labor edge and short cuts in reduced repair bills.

CHANDLER SIX Famous For Its Marvelous Motor

Buy War Savings Stamps



Unusual Economy Without Sacrifice

THE Chandler Six has always been famous for its economy of operation—economy without the sacrifice of reserve power, without the sacrifice of roadability, without the sacrifice of beauty of design.

Thousands of Chandler owners all over America tell of gasoline mileage of fifteen to seventeen miles per gallon.

Tire mileage of seven thousand to nine thousand miles per set of tires is commonplace among Chandler owners.

Chandler owners and Chandler dealers say that the service upkeep of the Chandler car is much less than that of any other good cars which they have owned or sold.

The owner of a Chandler Six possesses a really great automobile—great not merely from the standpoint of economy of operation and maintenance, but, even more important, from the standpoint of mechanical excellence and daily performance.

The Chandler motor, designed and built in our own factory, distinguishes the Chandler chassis, parkered throughout by its simplicity and sturdiness. The life, pick-up, get-away and endurance of this motor will astonish you quite as much as it pleases you.

Bodies of most attractive design and of unusual comfort are mounted on the Chandler chassis.

Seven-Passenger Touring Car, \$1795 Four-Passenger Roadster, \$1795 Four-Passenger Dispatch Car, \$1875 Convertible Sedan, \$2495 Convertible Coupe, \$2395 Limousine, \$3095 All prices f.o.b. Cleveland

BRADY-MURRAY MOTORS CORPORATION 1884 Broadway at 62nd Street. Farrel Auto. Co., Brooklyn. W.C.D. Motor Car Co. Newark. CHANDLER MOTOR CAR CO. Cleveland, Ohio.

No More Tire Anxiety!

We have organized a new kind of service in connection with our sale of tires, our idea being to keep you very much satisfied, and to conserve your tires for greater mileage.

You telephone us when you have tire difficulties on the road, and one of our "on the jump" cars will be there. A trained tire man will do the work for you.

No Obligations—Just Service

Red Patrol Quick Tire Service

Advertisement for Red Patrol Quick Tire Service, featuring a logo and contact information for New York Tire Service, Inc.

Advertisement for Case Conscience, featuring a logo and text about the reliability and economy of Case cars.